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Please amend the claims as follows:

1. (Currently Amended) A method of generating a frame prototype image showing a picture image framed within a frame, the method comprising:

providing a frame image showing the frame in a perspective view, the frame image having a picture portion corresponding to the portion of the frame used to view a picture mounted in the frame; and

texture mapping the picture image to the picture portion of the frame image in order to generate the frame prototype image; and

modifying a texture value at a pixel by the original pixel value of the picture image to generate the frame prototype image.

2. (Original) The method of claim 1, further comprising identifying a picture portion of the frame image.

3. (Original) The method of claim 2, wherein identifying the picture portion of the frame image includes providing a mat identifying the picture portion of the frame image.

4. (Original) The method of claim 3, wherein the mat includes a plurality of pixels, each pixel having a pixel value.

5. (Original) The method of claim 4, wherein identifying the picture portion of the frame image includes setting each pixel in the mat that corresponds to the picture portion of the frame image to a first pixel value.

6. (Original) The method of claim 2, wherein identifying the picture portion of the frame image includes identifying the outer perimeter of the picture portion of the frame image.

7. (Original) The method of claim 1, wherein the picture portion of the frame image has a quadrilateral shape and the method further includes identifying the picture portion of the frame image including identifying the four corners of the picture portion.

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8. (Original) The method of claim 1, further comprising displaying the frame prototype image.

9. (Currently Amended) The method of claim 1, ~~wherein the texture mapping includes modifying a texture value at a pixel by the original pixel value of the picture image to generate the frame prototype image~~ mapping the picture image to the picture portion of the frame image includes texture mapping the picture image to the picture portion of the frame image.

10. (Original) The method of claim 1, wherein the mapping the picture image to the picture portion of the frame image includes mapping the picture image to the picture portion of the frame image using the illumination of the picture portion of the frame image.

11. (Original) The method of claim 1, wherein the frame image is captured using a digital camera.

12. (Currently Amended) A computer program product tangibly embodied in a computer-readable medium, for generating a frame prototype image showing a picture image framed within a frame, comprising instructions operable to cause a computer to:

receive the picture image;

store a frame image showing the frame in a perspective view and a mat identifying the picture portion of the frame image; and

texture map the picture image to the picture portion of the frame image in order to generate the frame prototype image; and

modify a texture value at a pixel by the original pixel value of the picture image to generate the frame prototype image.

13. (Original) The computer program product of claim 12 further comprising instructions operable to cause the computer to generate the map.

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14. (Original) The computer program product of claim 13 further comprising instructions operable to cause the computer to generate the map by identifying the picture portion of the frame image.

15. (Original) The computer program product of claim 12 further comprising instructions operable to cause the computer to identify the picture portion of the frame image by identifying the outer perimeter of the picture portion of the frame image.

16. (Currently Amended) A system for generating a frame prototype image showing a picture image framed within a frame, the system comprising:

a client computer in communication with a computer network;

a server, in communication with a computer network, having server software embodied in a computer-readable medium, the server software comprising instructions operable to cause the server to:

receive the picture image from the client computer;

store a frame image showing the frame in a perspective view and a mat identifying the picture portion of the frame image; and

texture map the picture image to the picture portion of the frame image in order to generate the frame prototype image;

wherein the client computer includes client software embodied in a computer-readable medium, the client software comprising instructions operable to cause the client computer to upload the picture image to the server.

17. (Currently Amended) A method of generating a visual representation of an image based product, the method comprising:

providing an image to be included in the image based product;

providing a perspective image showing the image based product in a perspective view, the perspective image having a picture portion corresponding to the portion of the image based product used to view a picture mounted on the image based product; and

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texture mapping the image to the picture portion of the perspective image in order to generate the perspective prototype image; and
modifying a texture value at a pixel by the original pixel value of the picture image to generate the frame prototype image.

18. (Original) The method of claim 17 wherein the image based product is a framed picture.

19. (Original) The method of claim 17 wherein the image based product is a photocard.

20. (Original) The method of claim 17 wherein the image based product is a photo greeting card.

21. (Original) The method of claim 20 wherein the method includes displaying the perspective image in an environment that provides a context for viewing the image based product.